

**End of Result Set**

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L1: Entry 1 of 1

File: USPT

Jul 31, 2001

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**\*\* See image for Certificate of Correction \*\***

TITLE: System and method for influencing a position on a search result list generated by a computer network search engine

DATE-ISSUED: July 31, 2001

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US-CL-CURRENT: 707/3; 707/2, 707/4, 707/5

## CLAIMS:

What is claimed is:

1. A method of generating a search result list substantially in real time in response to a search request from a searcher using a computer network, comprising:

maintaining a database including a plurality of search listings, wherein each search listing is associated with a network location, at least one search term and a modifiable bid amount that is independent of other components of the search listing, the bid amount being associated with at least one of the search term and the network location, the bid amount corresponding to a money amount that is deducted from an account of a network information provider associated with the network location upon receipt of a retrieval request for the network location;

receiving a search request from the searcher;

identifying the search listings having search terms generating a match with the search request;

ordering the identified search listings into a search result list in accordance with the values of the respective bid amounts for the identified search listings;

receiving a retrieval request from the searcher to retrieve information associated with a search listing in the search result list; and

recording a retrieval request event including account identification information corresponding to the network information provider, to permit maintenance of accurate account debit records.

2. The method of claim 1, further comprising the step of updating a search listing in the search listing database in response to a request from a network information provider.

3. The method of claim 1, further comprising the step of including on the search result list search listings having a bid amount of zero.

4. The method of claim 1, wherein the account database comprises at least one account record for each of a plurality of network information providers, said account record including

at least one search listing having a search term and a bid amount,

an account balance; and

a unique account identifier.

5. The method of claim 4, wherein the search listings in the account record are organized into at least one subaccount within the account record.

6. The method of claim 4, further comprising the step of including on the search result list search listings having a bid amount of zero.

7. The method of claim 4, wherein the retrieval request event comprises the search term and the bid amount of the search listing, and an account identifier associated with the search listing.

8. The method of claim 7, wherein the retrieval request event further includes a rank value.

9. The method of claim 7, wherein the retrieval request event is linked to the account record having an account identifier that corresponds to the account identifier listed on the retrieval request event.

10. The method of claim 9, wherein the bid amount of the retrieval request event is charged to the account balance of the account record having an account identifier that matches the account identifier of the retrieval request event.

11. A method of generating a search result list substantially in real time in response to a search request from a searcher using a computer network, comprising:

maintaining a database including a plurality of search listings, wherein each search listing is associated with a search term and a modifiable bid amount that is independent of other components of the search listing, each search listing being searchable in response to a received search request;

receiving a search request from the searcher;

identifying the search listings having search terms generating a match with the search request;

ordering the identified search listings into a search result list in accordance with the values of the respective bid amounts for the identified search listings;

receiving a retrieval request from the searcher to retrieve information associated with a search listing in the search result list; and

estimating the cost of including a search listing in the database for a specified time period upon receiving a request for an estimate from a network information provider.

12. The method of claim 11, wherein the estimated cost of a search listing for the specified time period is calculated as a product of the current bid amount of the search listing and a projected number of times the search listing is expected to be selected by a searcher within a specified time period.

13. A method of generating a search result list substantially in real time in response to a search request from a searcher using a computer network, comprising:

maintaining a database including a plurality of search listings, wherein each search listing is associated with a search term and a modifiable bid amount that is independent of other components of the search listing;

receiving a search request from the searcher;

identifying the search listings having search terms generating a match with the search request;

ordering the identified search listings into a search result list in accordance with the values of the respective bid amounts for the identified search listings;

receiving a retrieval request from the searcher to retrieve information associated with a search listing in the search result list; and

generating a search listing activity report including information on retrieval requests received from searchers during a specified time period.

14. A system for enabling an advertising web site promoter using a computer network to update information relating to a search listing within a search result list generated by an Internet search engine comprising:

a computer system having stored thereon

a database having at least one account record for each of a plurality of advertising web site promoters using the computer network, the account record including:

at least one search listing including a search term having at least one keyword, a modifiable bid amount that is independent of other components of the search listing, a Uniform Resource Locator (URL) corresponding to the address of a document residing on a network server, a description, and a title;

an account balance;

a history of search listings included in the advertising web site promoter's account record;

payment processing information, wherein said payment processing information is accessible to the computer system and isolated from public access via the computer network; and

a payment history;

programming code for providing the advertising web site promoter with login access in response to authentication, wherein the advertising web site promoter's login access grants the advertising web site promoter access to modify the advertising web site promoter's account, the advertising web site promoter not being provided with access to modify the accounts of others;

programming code on said computer system for adding money to the account of an advertising web site promoter in substantially real time upon receiving a request from said advertising web site promoter;

programming code on said computer system for adding a search listing to an account of an advertising web site promoter in substantially real time upon receiving a request from said advertising web site promoter;

programming code on said computer system for deleting a search listing to an account of an advertising web site promoter in substantially real time upon receiving a request from said advertising web site promoter;

programming code on said computer system for modifying in substantially real time the search listing of an advertising web site promoter upon receiving a request from said advertising web site promoter;

programming code for generating in substantially real time an activity report for an advertising web site promoter upon receiving a request from said advertising web site promoter;

programming code for receiving a search request from a remote computer, the search request including at least one keyword, the search request being received over the computer network from the remote computer through a web site that is publicly accessible without authentication; and

programming code for generating in substantially real time a search result list in response to the search request, the search result list including search listings from the accounts on the database, wherein the search term for

each search listing in the search result list generates a match with the search request, the search listings in the search result list arranged in an order determined using the bid amounts of the search listings.

15. A method of enabling a network information provider to update information relating to a search listing on a search result list generated by a computer network search engine, comprising the steps of:

maintaining an account database having at least one account record for each of a plurality of network information providers, said account record including

at least one search listing having a search term and a modifiable bid amount that is independent of the other components of the search listing; and

an account identifier;

receiving from a network information provider a change request for a search listing in the network information provider's account;

updating the search listing in the network information provider's account record in response to the change request; and

determining a position substantially in real time for the updated search listing in a search result list generated by the search engine in response to a search request received from a searcher using the computer network, where the search term of the updated search listing generates a match with the search request and the position of the updated search listing in the search result list is determined using the bid amount.

16. The method of claim 15, where the search term of each search listing in the search result list generates a match with the search request.

17. The method of claim 16, wherein the search listings in the search result list are sorted in order of decreasing bid amount.

18. The method of claim 17, further comprising the step of assigning an ordinal rank value to each search listing in the search result list in order of decreasing bid amount, with the smallest rank value assigned to the search listing in the search result list having the highest bid amount, and the largest rank value assigned to the search listing having the lowest bid amount.

19. The method of claim 17, further comprising the steps of

determining creation time value for each search listing in the account database;

identifying search listings within a search result list having equivalent bid amounts; and

within a group of search listings within a search result list that have equivalent bid amounts, sorting the search listings in order from earliest to most recent creation time value.

20. The method of claim 15, wherein the account record further includes an account balance.

21. The method of claim 20, wherein the account balance is positive.
22. The method of claim 20, further comprising the step of subtracting the bid amount from the account balance substantially in real time when a search listing is selected by the searcher from the search result list.
23. The method of claim 20, where the search listing further comprises a web site title, a web site description, and a web site Uniform Resource Locator (URL).
24. The method of claim 23, further comprising the step of recording a retrieval request event substantially in real time when a search listing is selected by a remote searcher from the search result list.
25. The method of claim 24, wherein the retrieval request event comprises an account identifier, and a bid amount.
26. The method of claim 25, wherein the retrieval request event further comprises a search term.
27. The method of claim 25, wherein the retrieval request event further comprises a web site URL.
28. The method of claim 25, wherein the retrieval request event further comprises a rank value.
29. The method of claim 25, further comprising the step of applying a charge to an account balance, where the charge corresponds to a bid amount recorded in a retrieval request event having an account identifier that matches the account identifier corresponding to the account balance.
30. A method of enabling a web site promoters using a computer network to update information relating to a search listing within a search result list generated by a search engine substantially in real time in response to a search request received from a remote computer over the computer network, comprising the steps of:
  - maintaining an account database having at least one account record for each of a plurality of web site promoters of the computer network, said account record including an account identifier, and at least one search listing having a search term and a modifiable bid amount that is independent of other components of the search listing;
  - providing the web site promoter with authenticated login access, wherein the web site promoter's login access permits the web site promoter to modify the web site promoter's account record;
  - modifying a search listing of the account record upon receiving a request from said web site promoter; and
  - generating a search result list comprised of search listings wherein the search term for each search listing generates a match with the search request, the search listings in the search result list arranged in an order corresponding to the bid amounts of the search listings.

31. The method of claim 30, wherein the search result list further includes at least one search listing having a bid amount of zero.
32. The method of claim 30, wherein the search result list further includes at least one search listing that is not included in the account database.
33. The method of claim 30, wherein the step of modifying the search listing of the account record upon receiving a request from the web site promoter is performed substantially in real time.
34. The method of claim 30, wherein the search listing further includes a title, a description, and a Uniform Resource Locator (URL).
35. The method of claim 30, further comprising the step of adding a search listing substantially in real time to an account record of a web site promoter upon receiving a request from said web site promoter.
36. The method of claim 30, further comprising the step of deleting a search listing substantially in real time from an account record of a web site promoter upon receiving a request from said web site promoter.
37. The method of claim 30, wherein the account record further comprises an account balance.
38. The method of claim 37, wherein the account balance is positive.
39. The method of claim 37, further comprising the step of adding substantially in real time a money amount to the account balance of the web site promoters upon receiving a request from the web site promoter.
40. The method of claim 39, wherein the money amount has been verified by an external financial authorization network.
41. The method of claim 30, wherein the search term and the search request each comprise at least one character string.
42. The method of claim 30, further comprising the step of generating an activity report for a web site promoter upon receiving a request from said web site promoter.
43. The method of claim 30, further comprising the step of estimating a cost of a search listing for a specified time period upon receiving a request from a web site promoter.
44. The method of claim 43, wherein the estimated cost of a search listing for the specified time period is calculated as a product of the current bid amount of the search listing and a projected number of times the search listing is selected by a searcher at a remote computer in a specified time period.
45. The method of claim 30, wherein the bid amount of a web site promoters search listing comprises a money amount that is deducted from the account balance of said web site promoter's account each time the search listing is selected by a remote searcher.
46. The method of claim 30, wherein the search listings of the web site

promoters in the search result list are sorted in decreasing order from highest to lowest bid amounts.

47. The method of claim 46, wherein an ordinal rank value is assigned in ascending order to each search listing of the search result list in the sorted order starting at the search listing with the highest bid amount, which is assigned the smallest rank value, and ending with the search listing with the lowest bid amount, which is assigned the largest rank value.

48. The method of claim 25, further comprising the step of displaying data from the search result list at the remote computer.

49. The method of claim 30, further comprising the step of displaying data from the search result list at the remote computer.

50. The method of claim 30, further comprising the step of suggesting alternative search terms for the creation of new search listings upon the request of the web site promoter.

51. The method of claim 30, wherein said computer network is the Internet.

52. A method of enabling a web site promoter using a computer network to update information relating to a search listing within a search result list generated by an Internet search engine, said method comprising the steps of:

maintaining a database having at least one account record for at least one web site promoter using the computer network, said account record including:

at least one search listing, where each search listing includes a search term field having at least one keyword, a modifiable bid amount that is independent of the other components of the search listing, a Uniform Resource Locator (URL) corresponding to the address of a document residing on a network web server, a description, and a title;

an account balance;

payment processing information for the web site promoter, said payment processing information maintained isolated from public access via the computer network;

payment histories of the web site promoter; and

search listing histories of the web site promoter;

providing the web site promoter with login access in response to authentication, wherein the web site promoter's login access permits the web site promoter access to modify the web site promoter's account record, the web site promoter not being provided with access to modify account records of others;

modifying substantially in real time the search listing of a web site promoter upon receiving a request from said web site promoter;

receiving a search request, the search request including at least one keyword, the search request being received over the Internet from a searcher at a remote computer; and



generating a search result list in response to the search request, the search result list including search listings of the account records on the computer network, wherein the search term field for each search listing in the search result list generates a match with the search request, the search listings in the search result list arranged in an order determined using the bid amounts of the search listings.

53. The method of claim 52, further comprising the step of adding a search listing substantially in real time to an account of web site promoter upon receiving a request from said web site promoter.

54. The method of claim 52, further comprising the step of deleting a search listing substantially in real time from the account record of a web site promoter upon receiving a request from said web site promoter.

55. The method of claim 52, further comprising the step of adding a money amount to the account balance of a web site promoter substantially in real time upon receiving a request from said web site promoter.

56. The method of claim 55, wherein the money amount has been verified by an external financial authorization network.

57. The method of claim 52, wherein the keyword comprises a character string.

58. The method of claim 52, further comprising the step of generating an account activity report for a web site promoter upon receiving a request from said web site promoter.

59. The method of claim 52, further comprising the step of estimating a cost of a search listing for a specified time period upon receiving a request from a web site promoter.

60. The method of claim 59, wherein the estimated cost is calculated as a product of the bid amount of the search listing and a projected number of times the search listing is selected in the specified time period.

61. The method of claim 52, wherein the bid amount of a web site promoter's search listing comprises a money amount that will be deducted from the account balance of said web site promoter's account each time the search listing is selected.

62. The method of claim 52, wherein the rank value is an ordinal value.

63. The method of claim 52, wherein the search listings of the search result list are sorted in decreasing order from highest to lowest bid amounts.

64. The method of claim 63, wherein a rank value is assigned to each search listing of the search result list in the sorted order starting at the search listing with the highest bid amount, which is assigned the smallest rank value, and ending with the search listing with the lowest bid amount, which is assigned the largest rank value.

65. The method of claim 64, further comprising the step of displaying data from the search result list at the remote computer.

66. The method of claim 52, further comprising the step of generating a search listing activity report.

67. The method of claim 52, further comprising the step of suggesting alternative search terms upon the request of the web site promoter.

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File: USPT

Feb 3, 1998

US-PAT-NO: 5715402

DOCUMENT-IDENTIFIER: US 5715402 A

TITLE: Method and system for matching sellers and buyers of spot metals

DATE-ISSUED: February 3, 1998

INVENTOR-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY
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ASSIGNEE-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY	TYPE CODE
Spot Metals Online	Bloomfield Hills	MI			02

APPL-NO: 08/ 554899 [\[PALM\]](#)

DATE FILED: November 9, 1995

INT-CL: [06] [G06](#) [F](#) [17/60](#)

US-CL-ISSUED: 395/237; 395/227

US-CL-CURRENT: [705/37](#)

FIELD-OF-SEARCH: 395/201, 395/226, 395/227, 395/237

PRIOR-ART-DISCLOSED:

U.S. PATENT DOCUMENTS

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	PAT-NO	ISSUE-DATE	PATENTEE-NAME	US-CL
<input type="checkbox"/>	<a href="#">4674044</a>	June 1987	Kalmus et al.	
<input type="checkbox"/>	<a href="#">4677552</a>	June 1987	Sibley, Jr.	
<input type="checkbox"/>	<a href="#">4799156</a>	January 1989	Shavit et al.	
<input type="checkbox"/>	<a href="#">4903201</a>	February 1990	Wagner	
<input type="checkbox"/>	<a href="#">4992940</a>	February 1991	Dworkin	395/226
<input type="checkbox"/>	<a href="#">5168446</a>	December 1992	Wiseman	395/237
<input type="checkbox"/>	<a href="#">5283731</a>	February 1994	Lalonde et al.	395/201

ART-UNIT: 241

PRIMARY-EXAMINER: Hayes; Gail O.

ASSISTANT-EXAMINER: Yount; Steven R.

ATTY-AGENT-FIRM: Brooks & Kushman P.C.

ABSTRACT:

A system for managing steel inventories in order to reduce the time and expense associated with selling prime and secondary steel that is no longer needed for the original intended application. The system permits sellers to post detailed specification of an item for sale and permits buyers to browse or search the posted inventory to locate items filling specific needs. A buyer may bid on part or all of an item posted and the seller may accept or reject any bid. The buyer and seller engage in an auction by electronic mail and optionally by facsimile. The detailed specifications of the item may be expressed in a variety of unit of measure. Regardless, of unit of measure used by a seller in posting an item, the system performs the necessary conversions to display information to an interested buyer in a unit of measure set by the buyer. A hierarchial menu structure permits ease of use in selecting available options during posting or bidding an item.

9 Claims, 9 Drawing figures

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L27: Entry 11 of 12

File: USPT

Feb 3, 1998

DOCUMENT-IDENTIFIER: US 5715402 A

TITLE: Method and system for matching sellers and buyers of spot metals

Application Filing Date (1):19951109Detailed Description Text (192):

This panel permits the Buyer to bid up to 10 units of the item based on an amount per unit weight or as a percentage of the asking price. In this example the asking price is \$0.2209 per pound. By cursoring to this field an amount may entered or by cursoring to the next field the entry of a percentage will automatically fill in the bid price. After a bid is entered for the specified number of units, PANEL #7 is updated with the total amount bid as shown in PANEL #9 below.

Detailed Description Text (208):

An established search set may be selected by highlighting the appropriate set as indicated at block in FIG. 9. Similarly, a new search set can be established and added to the set list by highlighting line 3. In either case pressing an Action key displays the following menu for the line selected.

## CLAIMS:

9. An interactive on-line computer system for assisting remote users in the process of buying and selling spot metals, comprising:

means for displaying a data entry form to a remote seller in response to a request to post a new item for sale, requiring the selection by the seller of one of a plurality of commodities for sale,

means for modifying said form to display a set of attributes uniquely associated with the commodity selected by the seller,

means responsive to selection of each attribute by the seller, for displaying a list of values for the attribute selected,

said form including fields for entry of the dimensions of the metal and a asking price for the item,

means for storing preferred units of measure for each user,

means for displaying a browseable list of inventory of posted items for sale in response to a request by a buyer, said list including an item identification number, a commodity identification code, dimensions, and asking price.

means for sorting and displaying said list based on a predetermined criteria selected by a buyer,

means for searching said list using a search criteria entered by a buyer and displaying the results of said search, and

means for converting dimension and asking price data entered by a seller, to the preferred units of measure of a prospective buyer prior to display of said posted items.

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L27: Entry 2 of 12

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US-PAT-NO: 6269361

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**\*\* See image for Certificate of Correction \*\***

TITLE: System and method for influencing a position on a search result list  
generated by a computer network search engine

DATE-ISSUED: July 31, 2001

## INVENTOR-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY
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Garcia; Johann	Chino Hills	CA		
Greco; Larry	Glendale	CA		
Kurt; Tod E.	Pasadena	CA		
Kwong; Thomas	Temple City	CA		
Lee; Jonathan C.	Culver City	CA		
Lee; Ka Luk	San Gabriel	CA		
Pfarner; Preston	Pasadena	CA		
Skovran; Steve	Pasadena	CA		

US-CL-CURRENT: 707/3; 707/2, 707/4, 707/5

## CLAIMS:

What is claimed is:

1. A method of generating a search result list substantially in real time in response to a search request from a searcher using a computer network, comprising:

maintaining a database including a plurality of search listings, wherein each search listing is associated with a network location, at least one search term and a modifiable bid amount that is independent of other components of the search listing, the bid amount being associated with at least one of the search term and the network location, the bid amount corresponding to a money amount that is deducted from an account of a network information provider associated with the network location upon receipt of a retrieval request for the network location;

receiving a search request from the searcher;

identifying the search listings having search terms generating a match with the search request;

ordering the identified search listings into a search result list in accordance with the values of the respective bid amounts for the identified search listings;

receiving a retrieval request from the searcher to retrieve information associated with a search listing in the search result list; and

recording a retrieval request event including account identification information corresponding to the network information provider, to permit maintenance of accurate account debit records.

2. The method of claim 1, further comprising the step of updating a search listing in the search listing database in response to a request from a network information provider.

3. The method of claim 1, further comprising the step of including on the search result list search listings having a bid amount of zero.

4. The method of claim 1, wherein the account database comprises at least one account record for each of a plurality of network information providers, said account record including

at least one search listing having a search term and a bid amount,

an account balance; and

a unique account identifier.

5. The method of claim 4, wherein the search listings in the account record are organized into at least one subaccount within the account record.

6. The method of claim 4, further comprising the step of including on the search result list search listings having a bid amount of zero.

7. The method of claim 4, wherein the retrieval request event comprises the search term and the bid amount of the search listing, and an account identifier associated with the search listing.

8. The method of claim 7, wherein the retrieval request event further includes a rank value.

9. The method of claim 7, wherein the retrieval request event is linked to the account record having an account identifier that corresponds to the account identifier listed on the retrieval request event.

10. The method of claim 9, wherein the bid amount of the retrieval request event is charged to the account balance of the account record having an account identifier that matches the account identifier of the retrieval request event.

11. A method of generating a search result list substantially in real time in response to a search request from a searcher using a computer network, comprising:



maintaining a database including a plurality of search listings, wherein each search listing is associated with a search term and a modifiable bid amount that is independent of other components of the search listing, each search listing being searchable in response to a received search request;

receiving a search request from the searcher;

identifying the search listings having search terms generating a match with the search request;

ordering the identified search listings into a search result list in accordance with the values of the respective bid amounts for the identified search listings;

receiving a retrieval request from the searcher to retrieve information associated with a search listing in the search result list; and

estimating the cost of including a search listing in the database for a specified time period upon receiving a request for an estimate from a network information provider.

12. The method of claim 11, wherein the estimated cost of a search listing for the specified time period is calculated as a product of the current bid amount of the search listing and a projected number of times the search listing is expected to be selected by a searcher within a specified time period.

13. A method of generating a search result list substantially in real time in response to a search request from a searcher using a computer network, comprising:

maintaining a database including a plurality of search listings, wherein each search listing is associated with a search term and a modifiable bid amount that is independent of other components of the search listing;

receiving a search request from the searcher;

identifying the search listings having search terms generating a match with the search request;

ordering the identified search listings into a search result list in accordance with the values of the respective bid amounts for the identified search listings;

receiving a retrieval request from the searcher to retrieve information associated with a search listing in the search result list; and

generating a search listing activity report including information on retrieval requests received from searchers during a specified time period.

14. A system for enabling an advertising web site promoter using a computer network to update information relating to a search listing within a search result list generated by an Internet search engine comprising:

a computer system having stored thereon

a database having at least one account record for each of a plurality of advertising web site promoters using the computer network, the account record including:

at least one search listing including a search term having at least one keyword, a modifiable bid amount that is independent of other components of the search listing, a Uniform Resource Locator (URL) corresponding to the address of a document residing on a network server, a description, and a title;

an account balance;

a history of search listings included in the advertising web site promoter's account record;

payment processing information, wherein said payment processing information is accessible to the computer system and isolated from public access via the computer network; and

a payment history;

programming code for providing the advertising web site promoter with login access in response to authentication, wherein the advertising web site promoter's login access grants the advertising web site promoter access to modify the advertising web site promoter's account, the advertising web site promoter not being provided with access to modify the accounts of others;

programming code on said computer system for adding money to the account of an advertising web site promoter in substantially real time upon receiving a request from said advertising web site promoter;

programming code on said computer system for adding a search listing to an account of an advertising web site promoter in substantially real time upon receiving a request from said advertising web site promoter;

programming code on said computer system for deleting a search listing to an account of an advertising web site promoter in substantially real time upon receiving a request from said advertising web site promoter;

programming code on said computer system for modifying in substantially real time the search listing of an advertising web site promoter upon receiving a request from said advertising web site promoter;

programming code for generating in substantially real time an activity report for an advertising web site promoter upon receiving a request from said advertising web site promoter;

programming code for receiving a search request from a remote computer, the search request including at least one keyword, the search request being received over the computer network from the remote computer through a web site that is publicly accessible without authentication; and

programming code for generating in substantially real time a search result list in response to the search request, the search result list including search listings from the accounts on the database, wherein the search term for

each search listing in the search result list generates a match with the search request, the search listings in the search result list arranged in an order determined using the bid amounts of the search listings.

15. A method of enabling a network information provider to update information relating to a search listing on a search result list generated by a computer network search engine, comprising the steps of:

maintaining an account database having at least one account record for each of a plurality of network information providers, said account record including

at least one search listing having a search term and a modifiable bid amount that is independent of the other components of the search listing; and

an account identifier;

receiving from a network information provider a change request for a search listing in the network information provider's account;

updating the search listing in the network information provider's account record in response to the change request; and

determining a position substantially in real time for the updated search listing in a search result list generated by the search engine in response to a search request received from a searcher using the computer network, where the search term of the updated search listing generates a match with the search request and the position of the updated search listing in the search result list is determined using the bid amount.

16. The method of claim 15, where the search term of each search listing in the search result list generates a match with the search request.

17. The method of claim 16, wherein the search listings in the search result list are sorted in order of decreasing bid amount.

18. The method of claim 17, further comprising the step of assigning an ordinal rank value to each search listing in the search result list in order of decreasing bid amount, with the smallest rank value assigned to the search listing in the search result list having the highest bid amount, and the largest rank value assigned to the search listing having the lowest bid amount.

19. The method of claim 17, further comprising the steps of

determining creation time value for each search listing in the account database;

identifying search listings within a search result list having equivalent bid amounts; and

within a group of search listings within a search result list that have equivalent bid amounts, sorting the search listings in order from earliest to most recent creation time value.

20. The method of claim 15, wherein the account record further includes an account balance.

21. The method of claim 20, wherein the account balance is positive.
22. The method of claim 20, further comprising the step of subtracting the bid amount from the account balance substantially in real time when a search listing is selected by the searcher from the search result list.
23. The method of claim 20, where the search listing further comprises a web site title, a web site description, and a web site Uniform Resource Locator (URL).
24. The method of claim 23, further comprising the step of recording a retrieval request event substantially in real time when a search listing is selected by a remote searcher from the search result list.
25. The method of claim 24, wherein the retrieval request event comprises an account identifier, and a bid amount.
26. The method of claim 25, wherein the retrieval request event further comprises a search term.
27. The method of claim 25, wherein the retrieval request event further comprises a web site URL.
28. The method of claim 25, wherein the retrieval request event further comprises a rank value.
29. The method of claim 25, further comprising the step of applying a charge to an account balance, where the charge corresponds to a bid amount recorded in a retrieval request event having an account identifier that matches the account identifier corresponding to the account balance.
30. A method of enabling a web site promoters using a computer network to update information relating to a search listing within a search result list generated by a search engine substantially in real time in response to a search request received from a remote computer over the computer network, comprising the steps of:
- maintaining an account database having at least one account record for each of a plurality of web site promoters of the computer network, said account record including an account identifier, and at least one search listing having a search term and a modifiable bid amount that is independent of other components of the search listing;
- providing the web site promoter with authenticated login access, wherein the web site promoter's login access permits the web site promoter to modify the web site promoter's account record;
- modifying a search listing of the account record upon receiving a request from said web site promoter; and
- generating a search result list comprised of search listings wherein the search term for each search listing generates a match with the search request, the search listings in the search result list arranged in an order corresponding to the bid amounts of the search listings.

31. The method of claim 30, wherein the search result list further includes at least one search listing having a bid amount of zero.
32. The method of claim 30, wherein the search result list further includes at least one search listing that is not included in the account database.
33. The method of claim 30, wherein the step of modifying the search listing of the account record upon receiving a request from the web site promoter is performed substantially in real time.
34. The method of claim 30, wherein the search listing further includes a title, a description, and a Uniform Resource Locator (URL).
35. The method of claim 30, further comprising the step of adding a search listing substantially in real time to an account record of a web site promoter upon receiving a request from said web site promoter.
36. The method of claim 30, further comprising the step of deleting a search listing substantially in real time from an account record of a web site promoter upon receiving a request from said web site promoter.
37. The method of claim 30, wherein the account record further comprises an account balance.
38. The method of claim 37, wherein the account balance is positive.
39. The method of claim 37, further comprising the step of adding substantially in real time a money amount to the account balance of the web site promoters upon receiving a request from the web site promoter.
40. The method of claim 39, wherein the money amount has been verified by an external financial authorization network.
41. The method of claim 30, wherein the search term and the search request each comprise at least one character string.
42. The method of claim 30, further comprising the step of generating an activity report for a web site promoter upon receiving a request from said web site promoter.
43. The method of claim 30, further comprising the step of estimating a cost of a search listing for a specified time period upon receiving a request from a web site promoter.
44. The method of claim 43, wherein the estimated cost of a search listing for the specified time period is calculated as a product of the current bid amount of the search listing and a projected number of times the search listing is selected by a searcher at a remote computer in a specified time period.
45. The method of claim 30, wherein the bid amount of a web site promoters search listing comprises a money amount that is deducted from the account balance of said web site promoter's account each time the search listing is selected by a remote searcher.
46. The method of claim 30, wherein the search listings of the web site

promoters in the search result list are sorted in decreasing order from highest to lowest bid amounts.

47. The method of claim 46, wherein an ordinal rank value is assigned in ascending order to each search listing of the search result list in the sorted order starting at the search listing with the highest bid amount, which is assigned the smallest rank value, and ending with the search listing with the lowest bid amount, which is assigned the largest rank value.

48. The method of claim 25, further comprising the step of displaying data from the search result list at the remote computer.

49. The method of claim 30, further comprising the step of displaying data from the search result liast at the remote computer.

50. The method of claim 30, further comprising the step of suggesting alternative search terms for the creation of new search listings upon the request of the web site promoter.

51. The method of claim 30, wherein said computer network is the Internet.

52. A method of enabling a web site promoter using a computer network to update information relating to a search listing within a search result list generated by an Internet search engine, said method comprising the steps of:

maintaining a database having at least one account record for at least one web site promoter using the computer network, said account record including:

at least one search listing, where each search listing includes a search term field having at least one keyword, a modifiable bid amount that is independent of the other components of the search listing, a Uniform Resource Locator (URL) corresponding to the address of a document residing on a network web server, a description, and a title;

an account balance;

payment processing information for the web site promoter, said payment processing information maintained isolated from public access via the computer network;

payment histories of the web site promoter; and

search listing histories of the web site promoter;

providing the web site promoter with login access in response to authentication, wherein the web site promoter's login access permits the web site promoter access to modify the web site promoter's account record, the web site promoter not being provided with access to modify account records of others;

modifying substantially in real time the search listing of a web site promoter upon receiving a request from said web site promoter;

receiving a search request, the search request including at least one keyword,

the search request being received over the Internet from a searcher at a remote computer; and

generating a search result list in response to the search request, the search result list including search listings of the account records on the computer network, wherein the search term field for each search listing in the search result list generates a match with the search request, the search listings in the search result list arranged in an order determined using the bid amounts of the search listings.

53. The method of claim 52, further comprising the step of adding a search listing substantially in real time to an account of web site promoter upon receiving a request from said web site promoter.

54. The method of claim 52, further comprising the step of deleting a search listing substantially in real time from the account record of a web site promoter upon receiving a request from said web site promoter.

55. The method of claim 52, further comprising the step of adding a money amount to the account balance of a web site promoter substantially in real time upon receiving a request from said web site promoter.

56. The method of claim 55, wherein the money amount has been verified by an external financial authorization network.

57. The method of claim 52, wherein the keyword comprises a character string.

58. The method of claim 52, further comprising the step of generating an account activity report for a web site promoter upon receiving a request from said web site promoter.

59. The method of claim 52, further comprising the step of estimating a cost of a search listing for a specified time period upon receiving a request from a web site promoter.

60. The method of claim 59, wherein the estimated cost is calculated as a product of the bid amount of the search listing and a projected number of times the search listing is selected in the specified time period.

61. The method of claim 52, wherein the bid amount of a web site promoter's search listing comprises a money amount that will be deducted from the account balance of said web site promoter's account each time the search listing is selected.

62. The method of claim 52, wherein the rank value is an ordinal value.

63. The method of claim 52, wherein the search listings of the search result list are sorted in decreasing order from highest to lowest bid amounts.

64. The method of claim 63, wherein a rank value is assigned to each search listing of the search result list in the sorted order starting at the search listing with the highest bid amount, which is assigned the smallest rank value, and ending with the search listing with the lowest bid amount, which is assigned the largest rank value.

65. The method of claim 64, further comprising the step of displaying data

from the search result list at the remote computer.

66. The method of claim 52, further comprising the step of generating a search listing activity report.

67. The method of claim 52, further comprising the step of suggesting alternative search terms upon the request of the web site promoter.

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9/911674

## Refine Search

### Search Results -

Terms	Documents
((updat\$ or modif\$ or correct\$ or chang\$) with bid\$ with (amount or money or charg\$ or cost\$)) and (search\$ same list\$)	5

Database:

US Pre-Grant Publication Full-Text Database  
 US Patents Full-Text Database  
 US OCR Full-Text Database  
 EPO Abstracts Database  
 JPO Abstracts Database  
 Derwent World Patents Index  
 IBM Technical Disclosure Bulletins

Search:

L29

Refine Search

Recall Text

Clear

Interrupt

### Search History

 DATE: Sunday, October 31, 2004    [Printable Copy](#)    [Create Case](#)

<u>Set</u> <u>Name</u>	<u>Query</u>	<u>Hit</u> <u>Count</u>	<u>Set</u> <u>Name</u> result set
side by side			
<i>DB=EPAB,JPAB,DWPI,TDBD; THES=ASSIGNEE; PLUR=YES; OP=OR</i>			
<u>L29</u>	((updat\$ or modif\$ or correct\$ or chang\$) with bid\$ with (amount or money or charg\$ or cost\$)) and (search\$ same list\$)	5	<u>L29</u>
<u>L28</u>	((updat\$ or modif\$ or correct\$ or chang\$) with bid\$ with (amount or money or charg\$ or cost\$)) and @pd<=19990528 and (search\$ with list\$)	0	<u>L28</u>
<i>DB=USPT; THES=ASSIGNEE; PLUR=YES; OP=OR</i>			
<u>L27</u>	L26 and (search\$ with list\$)	12	<u>L27</u>
<u>L26</u>	((updat\$ or modif\$ or correct\$ or chang\$) with bid\$ with (amount or money or charg\$ or cost\$)) and @ad<=19990528	120	<u>L26</u>
<u>L25</u>	L21 and (sensor\$ same (data or instruction))	1	<u>L25</u>
<u>L24</u>	L21 and (direction\$)	1	<u>L24</u>
<u>L23</u>	L21 and (form\$ or dircection\$)	1	<u>L23</u>
<u>L22</u>	L21 and speed\$	1	<u>L22</u>

<u>L21</u>	5906336.pn.	1	<u>L21</u>
	<i>DB=EPAB,JPAB,DWPI,TDBD; THES=ASSIGNEE; PLUR=YES; OP=OR</i>		
<u>L20</u>	gps and (map\$ with location) and database and filter\$	2	<u>L20</u>
<u>L19</u>	gps and (map\$ with location) and database and filter\$	2	<u>L19</u>
<u>L18</u>	L17 and (customer same client)	1	<u>L18</u>
<u>L17</u>	(return\$ with (middle\$ or third\$ or distributor or seller or customer)) and @ad<=19991230	6514	<u>L17</u>
	<i>DB=USPT; THES=ASSIGNEE; PLUR=YES; OP=OR</i>		
<u>L16</u>	L15 not l11	9	<u>L16</u>
<u>L15</u>	L14 and (customer same client)	11	<u>L15</u>
<u>L14</u>	L13 and l1	143	<u>L14</u>
<u>L13</u>	705/? .ccls.	2455	<u>L13</u>
<u>L12</u>	L11 not l10	2	<u>L12</u>
<u>L11</u>	L4 and (return\$ with (middle\$ or distributor or seller)) and (customer same client)	6	<u>L11</u>
<u>L10</u>	L9 and l8	4	<u>L10</u>
<u>L9</u>	L4 and (return\$ with (middle\$ or distributor or seller)) and (customer with client)	4	<u>L9</u>
<u>L8</u>	L6 and (return\$ with (middle\$ or distributor or seller)) and (customer with client)	4	<u>L8</u>
<u>L7</u>	L6 and (return\$ with (middle\$ or distributor or seller))	43	<u>L7</u>
<u>L6</u>	L5 and l1	116	<u>L6</u>
<u>L5</u>	705/26,27.ccls.	1196	<u>L5</u>
<u>L4</u>	L3 and l1	144	<u>L4</u>
<u>L3</u>	705/22,26,27,28.ccls.	1678	<u>L3</u>
<u>L2</u>	705/26,27,28.ccls.	1597	<u>L2</u>
<u>L1</u>	((send\$ or return\$) with (middle\$ or third\$ or distributor or seller)) and @ad<=19991230	32532	<u>L1</u>

END OF SEARCH HISTORY

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L29: Entry 1 of 5

File: DWPI

Apr 7, 2004

DERWENT-ACC-NO: 2003-876229

DERWENT-WEEK: 200441

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TITLE: Search result list generation method for online marketing applications, involves receiving XML requests from information provider to modify associated search listings which are then listed according to respective bid amounts

PRIORITY-DATA: 2002US-0141385 (May 8, 2002)

Search Selected

Search ALL

Clear

## PATENT-FAMILY:

PUB-NO	PUB-DATE	LANGUAGE	PAGES	MAIN-IPC
<input type="checkbox"/> <u>CN 1487450 A</u>	April 7, 2004		000	G06F017/30
<input type="checkbox"/> <u>US 20030212648 A1</u>	November 13, 2003		033	G06F007/00
<input type="checkbox"/> <u>FR 2839569 A1</u>	November 14, 2003		000	G06F017/60
<input type="checkbox"/> <u>CA 2428076 A1</u>	November 8, 2003	E	000	G06F017/30
<input type="checkbox"/> <u>DE 10320615 A1</u>	November 27, 2003		000	G06F017/30
<input type="checkbox"/> <u>EP 1363209 A1</u>	November 19, 2003	E	000	G06F017/30
<input type="checkbox"/> <u>GB 2388684 A</u>	November 19, 2003		000	G06F017/30
<input type="checkbox"/> <u>KR 2003087580 A</u>	November 14, 2003		000	G06F017/30
<input type="checkbox"/> <u>JP 2004133886 A</u>	April 30, 2004		100	G06F017/30
<input type="checkbox"/> <u>AU 2003204104 A1</u>	November 27, 2003		000	G06F017/30

## APPLICATION-DATA:

PUB-NO	APPL-DATE	APPL-NO	DESCRIPTOR
CN 1487450A	May 8, 2003	2003CN-0130965	
US20030212648A1	May 8, 2002	2002US-0141385	
FR 2839569A1	May 7, 2003	2003FR-0005545	
CA 2428076A1	May 7, 2003	2003CA-2428076	
DE 10320615A1	May 8, 2003	2003DE-1020615	
EP 1363209A1	May 8, 2003	2003EP-0252891	
GB 2388684A	May 8, 2003	2003GB-0010598	
KR2003087580A	May 9, 2003	2003KR-0029233	
JP2004133886A	May 8, 2003	2003JP-0167176	
AU2003204104A1	May 8, 2003	2003AU-0204104	

INT-CL (IPC): G06 F 7/00; G06 F 12/00; G06 F 15/163; G06 F 17/30; G06 F 17/60; H04

L 12/16

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L29: Entry 2 of 5

File: DWPI

Jun 12, 2003

DERWENT-ACC-NO: 2003-459999

DERWENT-WEEK: 200455

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TITLE: Pay for placement method for use in database search system for Internet advertisers, in which bid amount for selected search listings is adjusted to move search listing to desired rank

INVENTOR: BOVE, J C; DAVIS, D J ; GRAHAM, G ; LANG, A E ; MARITATO, F ; SNELL, S W ; CHEUNG, D D

PATENT-ASSIGNEE: OVERTURE SERVICES INC (OVERN), OVERTURE SERVICE CORP (OVERN), BOVE J C (BOVEI), CHEUNG D D (CHEUI), DAVIS D J (DAVII), GRAHAM G (GRAHI), LANG A E (LANGI), MARITATO F (MARII), SNELL S W (SNELI)

PRIORITY-DATA: 2001US-0993926 (November 13, 2001)

[Search Selected](#)[Search ALL](#)[Clear](#)

## PATENT-FAMILY:

PUB-NO	PUB-DATE	LANGUAGE	PAGES	MAIN-IPC
<input type="checkbox"/> <a href="#">AU 2002301684 A1</a>	June 12, 2003		000	G06F017/30
<input type="checkbox"/> <a href="#">EP 1313053 A1</a>	May 21, 2003	E	022	G06F017/60
<input type="checkbox"/> <a href="#">CA 2411158 A1</a>	May 13, 2003	E	000	G06F017/60
<input type="checkbox"/> <a href="#">US 20030101126 A1</a>	May 29, 2003		000	G06F017/60
<input type="checkbox"/> <a href="#">GB 2383862 A</a>	July 9, 2003		000	G06F017/60
<input type="checkbox"/> <a href="#">CN 1419186 A</a>	May 21, 2003		000	G06F007/00
<input type="checkbox"/> <a href="#">JP 2003196509 A</a>	July 11, 2003		020	G06F017/60
<input type="checkbox"/> <a href="#">KR 2003040076 A</a>	May 22, 2003		000	G06F019/00
<input type="checkbox"/> <a href="#">DE 10252815 A1</a>	November 13, 2003		000	G06F017/30

DESIGNATED-STATES: AL AT BE BG CH CY CZ DE DK EE ES FI FR GB GR IE IT LI LT LU LV MC MK NL PT RO SE SI SK TR

## APPLICATION-DATA:

PUB-NO	APPL-DATE	APPL-NO	DESCRIPTOR
AU2002301684A1	October 25, 2002	2002AU-0301684	
EP 1313053A1	November 11, 2002	2002EP-0257787	
CA 2411158A1	November 5, 2002	2002CA-2411158	
US20030101126A1	November 13, 2001	2001US-0993926	
GB 2383862A	November 11, 2002	2002GB-0026263	

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CN 1419186A	November 6, 2002	2002CN-0149996
JP2003196509A	November 7, 2002	2002JP-0323522
KR2003040076A	November 11, 2002	2002KR-0069486
DE 10252815A1	November 13, 2002	2002DE-1052815

INT-CL (IPC): G06 F 7/00; G06 F 17/30; G06 F 17/60; G06 F 19/00; G09 F 19/00

ABSTRACTED-PUB-NO: EP 1313053A  
BASIC-ABSTRACT:

NOVELTY - A user specifies information such a bid cap and a desired rank for selected search listings. The system applies bid change logic and, where appropriate, adjusts the bid amount for the selected search listings to move the search listing to the desired rank.

DETAILED DESCRIPTION - The method for pay for placement database search system involves storing one or more search listings associated with an advertiser, each of the search listing including a respective bid amount. A bid amount for selected search listings is received, and the respective bid amounts for the selected search listings are adjusted according to the bid cap.

An INDEPENDENT CLAIM is included for a database search system.

USE - Position bidding in a pay for placement search system used for advertising web sites in search result listings.

ADVANTAGE - Allows a user to designate a selected position or rank for an advertiser search listings.

DESCRIPTION OF DRAWING(S) - The drawing shows a block diagram of a pay for placement database search system.

Database search system 202

Advertiser web servers 204

Account management server 206

Search engine web server 208

Associated databases 224,226,228

Client computers 216

ABSTRACTED-PUB-NO: EP 1313053A  
EQUIVALENT-ABSTRACTS:

CHOSEN-DRAWING: Dwg.2/6

DERWENT-CLASS: P85 T01  
EPI-CODES: T01-J05B4P; T01-N01A2; T01-N03A2; T01-S03;

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File: DWPI

Feb 17, 2003

DERWENT-ACC-NO: 2003-168005

DERWENT-WEEK: 200452

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TITLE: Search result list provision method, for search engine operators and Web site promoters, that is able to influence a position on a search result list generated by a computer network search engine

INVENTOR: DAVIS, D J; SOULANILLE, T A

PATENT-ASSIGNEE: OVERTURE SERVICES INC (OVERN), GOTO.COM INC (GOTON)

PRIORITY-DATA: 2001US-0915801 (July 26, 2001), 1999US-0322677 (May 28, 1999)

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## PATENT-FAMILY:

PUB-NO	PUB-DATE	LANGUAGE	PAGES	MAIN-IPC
<input type="checkbox"/> <a href="#">AU 2002320639 A1</a>	February 17, 2003		000	G06F017/30
<input type="checkbox"/> <a href="#">WO 2003010689 A1</a>	February 6, 2003	E	065	G06F017/30
<input type="checkbox"/> <a href="#">US 20030208474 A1</a>	November 6, 2003		000	G06F007/00

DESIGNATED-STATES: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU CZ DE DK DM DZ EC EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ OM PH PL PT RO RU SD SE SG SI SK SL TJ TM TN TR TT TZ UA UG UZ VN YU ZA ZM ZW AT BE BG CH CY CZ DE DK EA EE ES FI FR GB GH GM GR IE IT KE LS LU MC MW MZ NL OA PT SD SE SK SL SZ TR TZ UG ZM ZW

## APPLICATION-DATA:

PUB-NO	APPL-DATE	APPL-NO	DESCRIPTOR
AU2002320639A1	July 19, 2002	2002AU-0320639	
AU2002320639A1		WO2003010689	Based on
WO2003010689A1	July 19, 2002	2002WO-US22964	
US20030208474A1	May 28, 1999	1999US-0322677	CIP of
US20030208474A1	July 26, 2001	2001US-0915801	
US20030208474A1		US 6269361	CIP of

INT-CL (IPC): [G06 F 7/00](#); [G06 F 17/30](#)

RELATED-ACC-NO: 2001-327720;2002-048793 ;2002-105680 ;2003-120213 ;2003-199412 ;2003-203316 ;2003-362948 ;2003-710850

ABSTRACTED-PUB-NO: WO2003010689A

## BASIC-ABSTRACT:

NOVELTY - The search result list is characterized by changing its random order, for example the random order can be changed periodically, or the random order can be changed by detecting an increased bid amount for a search listing.

USE - For the search engine operator and Web site promoters.

ADVANTAGE - Maximizes revenue for the search engine operator and improves the click-through rate for Web site promoters.

DESCRIPTION OF DRAWING(S) - The figure shows the block diagram of a distributed system in accordance with the invention.

Distributed system 10

ABSTRACTED-PUB-NO: WO2003010689A

EQUIVALENT-ABSTRACTS:

CHOSEN-DRAWING: Dwg.1/13

DERWENT-CLASS: T01

EPI-CODES: T01-N01A2C; T01-N03A2;

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L29: Entry 4 of 5

File: DWPI

Dec 13, 2001

DERWENT-ACC-NO: 2002-105680

DERWENT-WEEK: 200374

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TITLE: Search result list providing method for communication network, involves selecting predetermined number of identified search listings according to bid amount and arranging in random order for display

INVENTOR: SOULANILLE, T A

PATENT-ASSIGNEE: GOTO.COM INC (GOTON)

PRIORITY-DATA: 2001US-0872737 (June 1, 2001), 1999US-0322677 (May 28, 1999)

[Search Selected](#)

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PATENT-FAMILY:

PUB-NO	PUB-DATE	LANGUAGE	PAGES	MAIN-IPC
<input type="checkbox"/> <u>US 20010051940 A1</u>	December 13, 2001		030	G06F017/30

APPLICATION-DATA:

PUB-NO	APPL-DATE	APPL-NO	DESCRIPTOR
US20010051940A1	May 28, 1999	1999US-0322677	CIP of
US20010051940A1	June 1, 2001	2001US-0872737	
US20010051940A1		US 6269361	CIP of

INT-CL (IPC): G06 F 17/30; G06 F 17/60

RELATED-ACC-NO: 2001-327720; 2002-048793 ; 2003-120213 ; 2003-168005 ; 2003-199412 ; 2003-203316

ABSTRACTED-PUB-NO: US20010051940A

BASIC-ABSTRACT:

NOVELTY - Database stores search listings, each associated with an advertiser and having search term and bid amount modifiably bid by advertiser. The listings matching with search request received from searcher, are identified from database. A preset number of identified search listings is selected according to bid amount and arranged in random order to display a search result list which is then communicated to searcher.

USE - For searching information on a communication network such as Internet.

ADVANTAGE - Provides an improved method for selecting and ordering search result listings that maximize revenue for search engine operator as well as improves click through rates for web-site promoters.

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DESCRIPTION OF DRAWING(S) - The figure shows a flow diagram that illustrates search listings selection method.

ABSTRACTED-PUB-NO: US20010051940A

EQUIVALENT-ABSTRACTS:

CHOSEN-DRAWING: Dwg.10/13

DERWENT-CLASS: T01

EPI-CODES: T01-E01A; T01-E01B; T01-N01A2A; T01-N01A2C; T01-N03A2;

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L29: Entry 5 of 5

File: DWPI

Nov 15, 2001

DERWENT-ACC-NO: 2002-048793

DERWENT-WEEK: 200406

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TITLE: Search list generation for business institution, corporation, involves ordering search items matching with search request into search result list in accordance with respective bid amounts

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PATENT-ASSIGNEE: GOTO.COM (GOTON)

PRIORITY-DATA: 1994US-0322677 (October 13, 1994), 2001US-0911674 (July 24, 2001)

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PATENT-FAMILY:

PUB-NO	PUB-DATE	LANGUAGE	PAGES	MAIN-IPC
<input type="checkbox"/> <a href="#">US 20010042064 A1</a>	November 15, 2001		026	G06F017/30

APPLICATION-DATA:

PUB-NO	APPL-DATE	APPL-NO	DESCRIPTOR
US20010042064A1	October 13, 1994	1994US-0322677	Cont of
US20010042064A1	July 24, 2001	2001US-0911674	

INT-CL (IPC): [G06 F 17/30](#)

RELATED-ACC-NO: 2001-327720;2002-105680 ;2003-120213 ;2003-168005 ;2003-199412 ;2003-362948 ;2003-710850

ABSTRACTED-PUB-NO: US20010042064A

BASIC-ABSTRACT:

NOVELTY - Several search items with associated bid amount and search terms are stored in a database. A search request from a user is received and the search items having search terms matching with the request are identified. The user orders the identified items into the search result list based on the bid amount, and the information related to the ordered items in the list are retrieved. The retrieved information are stored in a database.

DETAILED DESCRIPTION - INDEPENDENT CLAIMS are also included for the following:

(a) Method of enabling a network information provider to update information relating to search listing;

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(b) Method of enabling web site promoter to update information relating to a search listing;

(c) System for enabling web site promoter to update information relating to a search listing

USE - For transfer of information over network such as Internet for business institutions, corporations and individuals in online competitive bidding process.

ADVANTAGE - Enables a web site promoter to influence a position within a search result list and enables increasing web exposure of advertisers.

DESCRIPTION OF DRAWING(S) - The figure shows the flowchart explaining the process of updating in bid amount.

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EQUIVALENT-ABSTRACTS:

CHOSEN-DRAWING: Dwg.8/9

DERWENT-CLASS: T01

EPI-CODES: T01-J05B4P; T01-N01A2A; T01-N03A2; T01-S02;

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